

ORDER



Orders
Order / Rev: 67937
Alt Order #: 08888116
Product Desc: CONCERNED WMN AMER
Estimate: 2118
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/23/12 / 11/05/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Concerned Women America
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	64	\$32,140.00	\$27,319.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	64	\$32,140.00	\$27,319.00	0.00
Totals	64	\$32,140.00	\$27,319.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTVX-TV	25%	\$32,140.00
Market	100%	\$128,560.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	10%	\$12,856.00
KMYU	0%	\$0.00
KSL	20%	\$25,712.00
KSTU	10%	\$12,856.00
KUCW	0%	\$0.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	35%	\$44,996.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/29/12	11/02/12	Good Morning America GMA 7a-9a	CM	7a-9a	MTWTF--	:30	10	\$300.00	P-1	0.00	NM	10	\$3,000.00
2X PER DAY GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			10		\$300.00		0.00				
E 2	KTVX	10/29/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X PER DYA DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
E 3	KTVX	10/29/12	11/02/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	M-W-F--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-W-F--					3	\$500.00		0.00			
E 4	KTVX	10/30/12	11/01/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	-T-T---	:30	4	\$500.00	P-1	0.00	NM	4	\$2,000.00
2X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-T---					4	\$500.00		0.00			
E 5	KTVX	10/29/12	11/02/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
1X PER DYA NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$500.00		0.00			
E 6	KTVX	10/29/12	11/02/12	M-F 630p-7p M-F 630-7p	CM	6:30 PM-7:00 PM	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
1X PER DYA 2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$750.00		0.00			
E 7	KTVX	10/29/12	11/02/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
1X PER DYA NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		0.00			
E 8	KTVX	10/29/12	11/02/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
1X PER DAY NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
E 9	KTVX	10/29/12	11/02/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	MTWTF--	:30	5	\$215.00	P-1	0.00	NM	5	\$1,075.00
1X PER DAY ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$215.00		0.00			
E 10	KTVX	11/03/12	11/03/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S-	:30	1	\$500.00	P-1	0.00	NM	0	\$0.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTVX	10/29/12-11/04/12		Sat ABC4 News @ 5p		5:00 PM-5:30 PM	-----Sa--	:30		(\$500.00)		0.00	NM		
Credited [Credited Spot]															
E 11	KTVX	11/03/12	11/03/12	NCAA FB 6p-9:30p NCAA FB 6p-9:30p	CM	6:00 PM-9:45 PM (6:00 PM-9:45 PM)	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
1X PER DAY FTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$2,000.00		0.00			
E 12	KTVX	11/04/12	11/04/12	This Week This Week	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
1X PER DAY THIS WK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$250.00		0.00			
E 13	KTVX	11/04/12	11/04/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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KTVX-TV

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E 13	KTVX	11/04/12	11/04/12	SUN ABC4 News @ 5p CM SUN ABC4 News @ 5p		5:00 PM-5:30 PM	-----S	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$500.00		0.00			
E 14	KTVX	11/04/12	11/04/12	ABC4 News at 10pm SuCM Su 10p-1030p		10:00 PM-10:30 PM	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$900.00		0.00			
E 15	KTVX	11/05/12	11/06/12	Good Morning America CM GMA 7a-9a		7:00 AM-9:00 AM	MT-----	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
2X PER DAY GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		4				\$300.00		0.00			
E 16	KTVX	11/05/12	11/06/12	M-F 9a-10a CM M-F 9a-10a		9:00 AM-10:00 AM	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
1X PER DAY. DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		2				\$200.00		0.00			
E 17	KTVX	11/05/12	11/05/12	ABC4 News at 5p CM ABC4 News at 5p		5:00 PM-5:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$500.00		0.00			
E 18	KTVX	11/05/12	11/05/12	ABC4 News at 6p CM ABC4 News at 6p		6:00 PM-6:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$500.00		0.00			
E 19	KTVX	11/05/12	11/05/12	M-F 630p-7p CM M-F 630-7p		6:30 PM-7:00 PM	M-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
1X PER DAY 2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$750.00		0.00			
E 20	KTVX	11/05/12	11/05/12	ABC4 News at 10pm M-F CM M-F 10p-1036p		10:00 PM-10:35 PM	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
E 21	KTVX	11/05/12	11/05/12	Nightline CM M-F 1036p-1103p		10:35 PM-11:05 PM	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
1X PER DAY NLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$600.00		0.00			
E 22	KTVX	11/05/12	11/05/12	M-F 11p-1130p CM M-F 1103p-1133p		11:05 PM-11:35 PM	M-----	:30	1	\$215.00	P-1	0.00	NM	1	\$215.00
1X PER DAY ACCESS HOLL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$215.00		0.00			
N23	KTVX	11/05/12	11/05/12	ABC4 News at 5p CM ABC4 News at 5p		5p-530p	1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$500.00		0.00			
													Totals	64	\$32,140.00